



Curriculum Vitae

Stephen Creffield Leadership, People Skills & Coaching Specialist

Nationality: British
Expertise: Monitoring and Evaluation and Results-Based Management
Present position: Freelance trainer, coach and consultant (Associate Trainer with IMA)

Key Experience:

- Designing and delivering development workshops across all sectors.
- Coaching and supporting individuals at all levels.
- Project managing complex personnel development initiatives.
- Consistently achieving 'excellent' ratings across all aspects of design and delivery in both one-to-one sessions and group work.

Steve Creffield has considerable expertise and experience of mentoring and coaching individuals at all levels and across all sectors. His one-to-one coaching service is sought out by executives and managers alike and his group work is consistently evaluated as 'good' or 'excellent' across all aspects of design and delivery.

His career began as a founding Director of an international training centre based in the UK that provided a venue and development services to organisations from the international development sector, primary users were VSO, Oxfam, CAFOD, Save the Children and many more.

Over the past 10 years he has worked across the private sector and he also has a long standing development relationship with the University of Sussex and The Institute for Development Services (IDS), and taught on the MBA programme at the University of Brighton. He has recently been commissioned to develop and deliver a city-wide Mentoring Network Project in Brighton, for Business Community Partnership.

Qualifications:

Degree or Diploma obtained & Name of Course	Institution	Year
NLP & Organisational Storytelling	NLP Institute	2009
Narrative Leadership	Emerson College	2006
Shadow Work Graduate	Hoffman Institute, UK	2001

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Spiral Dynamics I & II	National Values Centre, USA	1999/2000
NLP Trainer Training	Excellence for All, UK	1998
NLP Master Practitioner	Stenhouse Consultancy, UK	1996/97
NLP Practitioner	Realisation Consultancy, UK	1994/95
Business Studies/Psychology	Leeds University, UK	1989/93

Language capabilities: (Indicate competence for reading, speaking, writing on a scale excellent, very good, good, fair, basic)	
English	mother tongue

Professional membership: National Storytelling Network, UK; Business Community Partnership, UK

Country experience:

Albania, Italy, France, Nigeria, Yemen, Hungary, Indonesia, Ethiopia, Malaysia, United Kingdom

Experience:

Date & Location: (date from – date to)	Description: (Indicate client, position, description of tasks)
2010 Ethiopia	<p>People Skills & Change The Brooke International, Farm Africa, and The Donkey Sanctuary. Addis Ababa, Ethiopia</p> <p>Commissioned to design and deliver a 5 day workshop that was customised to the specific needs of the participants and their respective NGO's. A highly interactive and dynamic workshop that evaluated very strongly. It offered a very useful opportunity for these three NGO's to deepen their relationships and build on their capacity for in-country collaboration.</p>
2009 Malaysia	<p>IMA Open Programs People Skills for Development Managers, and Organisational Leadership. Co-trainer on Course Director respectively.</p> <p>Delivering two IMA open programmes over two weeks for a range of delegates who travelled from around the world to be in Kuala Lumpur. This diversity created a real richness to the learning experience and the programmes evaluated very strongly.</p>

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2009 UK	<p>Planting the Seeds Initiative Brighton & Hove Integrated Care Services England, Brighton Lead consultant and trainer Designing and delivering the first year of a two-year initiative to create a working culture that is progressive, dynamic and delivers exceptional service provision for patients. Bringing together the very latest research and application on motivation, effective meetings, feedback and accountability in practice, as well as applied Solution Focused approaches. The programme is producing exceptional results and has just entered year two.</p>
2009 Italy	<p>Team Building & Team Effectiveness FAO – specific in-house team Italy, Rome Commissioned to design and deliver a team-building workshop/event that addressed specific team dynamics and enhanced the teams capacity to perform. Evaluated very strongly and a second follow-up workshop has been committed to in 2010.</p>
2009 Indonesia	<p>People Skills for Development Managers The American Red Cross Indonesia, Banda Ache Working with IMA to design and deliver a workshop that was designed for enhanced capacity building, accelerated learning and participant enjoyment. Co-delivering this week-long programme. Reviewing and assessing the programme.</p>
2009 Italy/Hungary	<p>Coaching & Effective Feedback UN/FAO Rome & Budapest Requested to return and deliver another wave of performance management workshops in both Rome and Budapest. A series of workshops that evaluated very strongly with the commitment to roll-out more in 2010.</p>
2008/9 Yemen	<p>Team Leadership & Effectiveness Ministry of Education Associate Consultant with IMA Designing and developing a range of workshops aimed at enhancing team leadership and cross-sectoral coordination. Working specifically with the annual planning team and the implementation team, as well as the senior leadership in the Ministry.</p>
2008 Italy	<p>Coaching & Effective Feedback UN/FAO Rome Associate Consultant with IMA Designing and delivering a series of half-day workshops that introduce the</p>

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	foundational concepts of effective coaching and giving/receiving quality feedback. The sessions were attended by people from all levels within FAO and evaluated extremely strongly.
2008 Nigeria	People Skills for Development Managers Water Aid Nigeria Associate Consultant with IMA Working with IMA to structure and sequence the programme for maximum learning, retention and enjoyment. Co-delivering this week-long programme. Reviewing and assessing the programme.
2008 UK	Effective Facilitation & Project Management Institute of Development Studies (The University of Sussex) Freelance Trainer Researching, developing and designing each programme. Delivering each module and assessing impact. Producing Evaluation Report and Analysis.
2008 UK	Leadership Skills for Development Managers The Brooke Organisation Associate Trainer with IMA Working with IMA to develop and design a Leadership programme to meet the needs of Development Managers who attended from across their global operations. Delivering each module and assessing impact. Producing Evaluation Report and Analysis.
2008 UK	Effective Presentation & Voice Development Policy Studies Institute, London. Freelance Trainer Researching, developing and designing each programme. Delivering each module and assessing impact. Producing Evaluation Report and Analysis.
2007/9 UK	Coaching, Mentoring and Client Empowerment Business Action on Homelessness Freelance Trainer Designing and delivering Coaching Skills modules and Action Learning Sets for private sector volunteers. Designing and co-delivering Empowerment & Personal Resourcefulness programme and Action Learning Sets for clients.
2006/7 UK	Foundation in Leadership Brighton & Hove Primary Care Trust Lead Consultant

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Date & Location: (date from – date to)	Description: (Indicate client, position, description of tasks)
	<p>Designing and delivering a unique year-long leadership development programme, incorporating open space, action learning, live training elements and one-to-one coaching. Co-Project managing and evaluating progress. Producing Evaluation Report and Analysis.</p>
2005/8 UK	<p>Coaching Skills for Professionals EA Games International Freelance Trainer Designing and delivering a range of Coaching Skills modules for Project Managers and Senior Managers across their European operations. Working with client to identify specific areas of application and skill development needs. Delivering all programmes. Evaluating and reviewing each intervention.</p>
2003/2006	<p>Staff & Practitioner Development Social Services, East Sussex County Council Freelance Trainer Designing and delivering a range of sessions that supported service delivery, these included coaching, effective communication and 'the language of change' which incorporated a range of NLP techniques. Delivered all sessions and co-created evaluation methods with the client.</p>
2002/2010	<p>Management & Staff Development The University of Sussex Freelance Trainer Working across all faculties and departments, and at all levels. Responding to needs and strategy demands to develop workshops that meet the specific organisational needs identified by the client. Delivering workshops, providing team and individual coaching support. Evaluating and reviewing each intervention.</p>
2000/2004	<p>Management & Staff Development The Body Shop International Freelance Trainer Designing and delivering a range of award winning training sessions entitled Be Inspired and Be Curious. These highly successful programmes were part of a larger cultural change process.</p>
1998/2006	<p>Lecturer and Staff Development The University of Brighton Freelance Trainer Delivering lectures and seminars in Organisational Behaviour on the BA Hons Business Studies degree and the university's MBA programme. Also designed</p>

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1998/2004	and delivered a range of staff development programmes. NLP Open Programmes Individuals from the private, public and education sectors. Freelance Trainer Delivering NLP Diploma, Practitioner and Master Practitioner programmes at venues throughout the UK. Working in partnership with other training providers and working to INLPTA curriculum and standards.
1993/1998	Micro Enterprise Development Consultant BICEL, Leeds, UK Employed Consultant Working with small business start-ups as well as developing initiatives to stimulate economic activity and economic engagement in South Yorkshire. Designed and delivered a range of workshops, as well as authored numerous successful funding/project bids. Collaborated and supported funding agencies, local authorities, the local communities and small businesses.
1985/1993	Co-Founder & Managing Director Beechwood Training & Conference Centre Fully Employed Initiating, developing and delivering a range of conference and training services to the 'third sector' from the UK and abroad. Based in Yorkshire, England, the venue provided a progressive environment for clients to undertake development workshops. The centre consistently achieved high levels of occupancy and return rates, clients included VSO, CAFOD, Oxfam, NSPCC, NACRO and many other NGOs.

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